

## Music Fervour continues to outshine with the Grand Finale of Radio City Super Singer Season 9 in Delhi

*Radio City Super Singer extends to 11 new cities and creates history with approx. 6 lac participation from 39 cities*

*A glittering evening culminates with renowned composer, Daler Mehendi crowning Delhi's next singing sensation*

**New Delhi, 20<sup>th</sup> August 2017:** India's biggest singing talent hunt **Luvit Chocolates Presents - Radio City Super Singer Season 9**, reached its crescendo by breaking all the records with highest ever participation across the country. **Radio City Super Singer Season 9** yet again scaled new heights with a scintillating musical finale held across 39 cities. Each city saw top 5 contestants battling in the grand finale that was supported and judged by the music maestros including Daler Mehendi, Tanishq Bagchi, Shruti Pathak, Hans Raj Hans, Shilpa Rao to name a few.

In Delhi, the top 5 contestants were judged by king of pop **Daler Mehendi** finally crowning, Stuti Tiwari as the ultimate winner and was rewarded with cash Prize of INR 1 Lakh.

This year the contest extended to 11 more stations, covering 39 cities nationally. The talent hunt received an overwhelming response and registered a growth of 25,115 in the number of auditions in Delhi over the last year. True to Radio City's philosophy of 'Rag Rag Mein Daude City', participants from the *kona-kona* of Delhi registered through Radio City's digital platform - radiocity.in, IVRS, in-studio and mall auditions. Aspiring singers were also given the opportunity to audition on-the-go through Radio City branded vehicles that went around to every corner of the city making participation even easier.

**On this occasion, Kartik Kalla, EVP & National Head – Programming, Marketing & AudaCITY, Radio City 91.1 FM said,** "Radio City Super Singer is one of our marquee properties which has grown significantly over the last 8 years. We have always set new records with this property and have witnessed increase in participation year on year, and in its 9th season we saw an overwhelming response of 6 lakh participants across the country that highlights the impact and the power of this medium. The enthusiasm and passion demonstrated by the participants is a testimony to the immense love for music that exists in every Indian's heart. We are glad that we continue to provide a platform that has encouraged budding singing talent in the nation to share their voice to a larger audience."

Speaking on this association **Mr. A Mahendran, Chairman and Managing Director, Global Consumer Products Pvt Ltd.** said, “Luvit chocolates and confectionaries are targeted at the youth and our philosophy promotes the motto of One Life, Luvit. This philosophy comes alive with Radio City and this event which seeks to connect youth and encourage them to live their passions real time.” He further added, “The event saw a fabulous response and we feel happy to have associated with Radio City for the second time. Radio City Super Singer has only grown in popularity year after year and this platform has inspired the youth to display their talent with pride and passion. We wish it more success in the years to come”

Speaking about the activity, **Daler Mehendi** said, “Music is an integral part of our culture and I think it's great that radio city is taking the initiative to bring to limelight singers. Music is first a listening experience. Radio City Super Singer is a fabulous platform. Melodious voices like the ones I heard at the finale, assures us that the future of music in India is bright I congratulate the winner and her luck. The lucky winner will be awarded with an album contract on DRecords, with music and radio support provided by Radio City”

After an intense competition spanning 3 weeks the top 5 participants- Stuti Tiwari, Ram Bhajan, Himanshu Gaur, Janki Maheshwari, Mridul Dhiraj Khanna, were shortlisted by eminent jury and later judged by Daler Mehendi . After the cut throat competition between the talented singers, the top 5 contenders were given an opportunity to showcase their singing talent on air and win votes from the listeners. The finale, held at TGIP mall, Entertainment city, Noida saw the 5 finalists mesmerize the audience with their mellifluous voices.

Radio City Super Singer is a manifestation of Radio City’s philosophy, ‘Rag Rag Mein Daude City’, that enables the network to infuse a local flavor in its content and build stronger emotional connect with the listeners. Through the talent hunt, Radio City aimed to empower aspiring singers and provide a platform for every city to laud their exceptional local talent.

#### **About Radio City 91.1FM:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 15 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 52.5 million listeners in 23 cities covered by AZ Research (*Source: AZ Research Report*).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavor on-air. The network provides terrestrial programming along with 43 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).